

Press Contact:

Lilit Markosian, *HAYP Armenian Press*

Lilit.markosian@gmail.com | +374(0)99.470.608

Charlotte Poulain, *HAYP Development & PR Manager*

ckpoulain@gmail.com | +374(0)77.003.048

**HAYP Contact:**

Anna K. Gargarian, *Founder, Manager & Creative Director*

Info.hayp@gmail.com | www.haypopup.wordpress.com

Tel: +374(0)99.741.626

Facebook: www.facebook.com/haypopup

Twitter: www.twitter.com/haypopup

**Post Event Press Release
HAYP Pop Up Gallery Grand Opening**

On Friday December 12 HAYP Pop Up Gallery opened its first exhibition, "Frame of Mind: Context and Perspective" on the 4th floor of the Elite Plaza building at 15 Khorenatsi street. The event was a great success, also thanks to the sponsorship of ArmAs wines which provided beverages, and Hakop Bedrosian the DJ for the evening.

Over two hundred people attended the event over the course of the evening, from the young to the old, from the "repats" to the "locals", and many curious visitors. Besides artists and art lovers, other members of the Yerevan creative community were present including the Directors of the Tumo Center for Creative Technologies, Marie Lou and Pegor Papazian, and the Director of the Institute of Contemporary Art, Nazareth Karoyan to name a few. Raffi Hovannisian was even spotted at the event.

An original concept with unique and high quality art is on display including photo, installation, painting, graphic, and video works by artists living and working in Armenia. One wall is dedicated to the public, the "#HAYPboard", a black wall where visitors signed their names, expressed their creativity, and shared their comments in colorful chalk in all languages. Some samples from the board:

"Keep on going! This is awesome"

"Such an innovative idea! All the best!"

"Apres!"

"Il n'y a pas de bonnes idées, mais seulement de bonnes réalisations – Picasso"

The exhibition will be up until 22nd of December. The gallery will be open from Monday to Friday between 12pm-2pm and 5pm-9pm, and on Saturday and Sunday from 3pm-9pm. Also available on appointment. HAYP will host several events in the exhibition space this week, in addition to student visits from local art schools.

Exhibition: "Frame of Mind: Context and Perspective" December 12 – 22, 2014.

Elite Plaza, 4th Fl. 15 Khorenatsi St. Yerevan.

Hours of operation Mon-Fri 12-2 pm/ 5-9 pm; Sat-Sun 3-9 pm

Event Week:

Wednesday, December 17, 6:30pm. Film Screening.

"Ai WeiWei-Never Sorry" 2012. (In English language)

Friday, December 19, 7:30pm. Private Tour.

Lead by the artists themselves. Limited space available.

Sunday, December 21, 8:30pm. Art Talk & Concert.

"A History of Music & Art: Ethiopia and Armenia" by Aramatz Kalayjian

"THE SCReENERY" by Lesley Diaz

"Contemporary Artist Swap: Argentina & Armenia" by Patricio Derkrikorian.

Concert by instrumental duo by Tigrane Kazazian (oud) and Hagop Mazloubian (percussion).